


<b>INFORMATION DISCLOSURE CITATION</b> 				Docket Number		Serial Number	
				98-041		09/136,147	
				Applicants			
				WALKER et al.			
				Filing Date		Group Art Unit	
				August 18, 1998		2162	

U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E
<i>jr</i>	A	4,253,157	02/24/81	Kirschner et al.	364	900	
<i>jr</i>	B	5,324,922	06/28/94	Roberts	235	375	
<i>jr</i>	C	5,415,264	05/16/95	Menoud	194	217	
<i>jr</i>	D	5,428,606	06/27/95	Moskowitz	370	60	
<i>jr</i>	E	5,630,103	05/13/97	Smith et al.	395	500	
<i>jr</i>	F	5,694,546	12/02/97	Reisman	395	200.9	
<i>jr</i>	G	5,759,101	06/02/98	Von Kohorn	463	40	
<i>jr</i>	H	5,794,210	08/11/98	Goldhaber et al.	705	14	
<i>jr</i>	I	5,926,796	07/20/99	Walker et al.	705	16	
<i>jr</i>	J	6,014,641	01/11/00	Loeb et al.	705	34	
<i>jr</i>	K	US 6,229,879 B1	05/08/01	Walker et al.	379	88	

FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
<i>jr</i>	L	FR 2 757 656 - A1	06/26/98	France	—	—		


  

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)		

EXAMINER <i>Jeffrey D. Carlson</i>	DATE CONSIDERED: <i>3/23/04</i>
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
<i>JK</i>	M	US 6,317,723 B1	11/13/01	Walker et al.	705	16	
<i>JK</i>	N	US 6,334,112 B1	12/25/01	Walker et al.	705	16	
<i>JK</i>	O	US 6,334,113 B1	12/25/01	Walker et al.	705	16	

FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)		
<i>JK</i>	P	"Phoenix Papers to Sell Merchandise to Build Awareness", Editor & Publisher, September 17, 1988, Vol. 121, Issue 38, pg. 23, ISSN: 0013-094X.
<i>JK</i>	Q	Carlson, Lynn, "Decreasing Your Direct-Mail Costs", Folio: The Magazine for Magazine Management, September 1, 1992, Vol. 21, Issue 9, pp. 81-82, ISSN: 0046-4333.
<i>JK</i>	R	Hochwald, Lambeth, "Sub sources that break with tradition", Folio: The Magazine for Magazine Management, May 1, 1994, Vol. 23, Issue 8, pp. 46-48, ISSN: 0046-4333.
<i>JK</i>	S	Kelly, Keith J., "Hearst opens a cyberspace newsstand", Advertising Age, January 30, 1995, Vol. 66, Issue 5, pg. 14, ISSN: 0001-8899.
<i>JK</i>	T	Kelly, Keith, J., "Publishers pine for cyber-profits", Advertising Age, March 13, 1995, Vol. 66, Issue 11, p. S-22, ISSN: 0001-8899.

EXAMINER <i>Jeffrey D. Chen</i>	DATE CONSIDERED: <i>3/23/04</i>
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